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Natural and Organic Products Expo Asia - Success for U.S. Exhibitors

Report Categories:

Export Accomplishments - Events

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Report Highlights:

15 U.S. exhibitors reported over \$167,000 in projected sales following their successful participation in Natural and Organic Products Expo Asia held in Hong Kong from August 26-28.

General Information:

Although the organic food and beverage market in Hong Kong is small, estimated at around US\$60 million - less than 2% of food sales at local supermarkets and less than 1% of local households' expenditure on food – organic food products have strong potential to grow. The Hong Kong market also serves as a gateway for the flow of products to regional markets with strong logistical access to Asian-based buyers and markets.

Natural and Organic Products Expo Asia (NOPA) 2015 is Hong Kong's largest specialized trade show for natural and organic products. NOPA 2015 attracted more than 250 companies from 25 countries exhibiting products to over 7,000 Hong Kong based and regional buyers. ATO Hong Kong staff provided a market briefing, organized a market tour and serviced an information booth on-site to leverage U.S. exhibitors' market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities, achieving 68 serious contacts and projected sales in the next 12 months of over US\$167,000.

Photos during the show



Market Briefing



Tour of Wet Market



Tour of Food Retail Market



ATO Booth



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion